

This listing of claims will replace all prior versions, and listings, of claims in the application:

**The Status of the Claims**

242. (Currently Amended) A system in a computer networked environment for generating monitoring information about a display of content, comprising:

a content provider site that stores a content file, wherein the content file has embedded therein at least one instruction to cause generation of monitoring information about the display of ~~the~~ content associated with the content file;

a content display site ~~for displaying to receive the content file from the content provider site and to display the content associated with the content file~~, wherein ~~the display of the content on the content display site causes the execution of~~ executes the at least one embedded instruction when the content file is accessed, thereby causing monitoring information about the display of the content to be generated; and

a remote site adapted to receive the generated monitoring information.

243. (Currently Amended) The system of claim 242, wherein the at least one embedded instruction ~~is part of~~ comprises a set of instructions that are ~~embedded~~ located in the content file ~~to~~ and that cause generation of the monitoring information about the display of the content.

244. (Currently Amended) The system of claim 242, wherein the at least one embedded instruction comprises a link ~~links~~ to ~~a set of~~ instructions that reside external to the content file ~~to~~ and that cause generation of the monitoring information about the display of the content.

245. (Previously Presented) The system of claim 242, wherein the generated monitoring information indicates that the content was displayed.

246. (Previously Presented) The system of claim 242, wherein the remote site is the content provider site.

247. (Previously Presented) The system of claim 242, wherein the generated monitoring information about the display of the content is stored on the remote site.

248. (Previously Presented) The system of claim 247, wherein the remote site performs analysis on the generated monitoring information about the display of the content.

249. (Currently Amended) The system of claim 242, wherein the content file is provided by a content provider with an assigned account number, and wherein the generated monitoring information about the display of the content contains the account number of the content provider.

250. (Previously Presented) The system of claim 242, wherein the generated monitoring information about the display of the content includes a time stamp.

251. (Previously Presented) The system of claim 242, wherein the generated monitoring information about the display of the content includes identifying information about the content display site.

252. (Previously Presented) The system of claim 242, wherein the generated monitoring information about the display of the content includes demographic information.

253. (Currently Amended) A system in a computer networked environment for detecting each time content is displayed at a content display site, comprising:

a content provider site that stores a content file, wherein the content file has embedded therein at least one instruction to cause detection of display of ~~the content~~ associated with the content file;

a content display site ~~for displaying to receive the content file~~ from the content provider site and to display the content associated with the content file, wherein when ~~the display of the content on the content display site reads the content file, causes the execution of the~~ at least one embedded instruction is executed, thereby causing ~~the display of the content to be detected and causing the generation of a data signal encoded with data~~ indicating that the content was displayed; and

a remote site adapted to receive the generated data signal.

254. (Currently Amended) The system of claim 253, wherein the at least one embedded instruction ~~is part of~~ comprises a set of instructions that are ~~embedded~~ located in the content file ~~to and that~~ detect the display of the content and ~~to~~ generate the data signal.

255. (Currently Amended) The system of claim 253, wherein the at least one embedded instruction comprises a link ~~links to a set of~~ instructions

that reside external to the content file ~~to~~ and that cause detection of the display of the content and generation of the data signal.

256. (Previously Presented) The system of claim 253,  
wherein the remote site is the content provider site.

257. (Previously Presented) The system of claim 253,  
wherein the remote site extracts the encoded data from the data signal and stores the data.

258. (Previously Presented) The system of claim 257,  
wherein the remote site performs analysis on the stored data.

259. (Currently Amended) The system of claim 253, wherein the content file is provided by a content provider with an assigned account number, and wherein the encoded data of the data signal includes the account number of the content provider.

260. (Previously Presented) The system of claim 253,  
wherein the encoded data of the data signal includes a time stamp.

261. (Previously Presented) The system of claim 253,  
wherein the encoded data of the data signal includes identifying information  
about the content display site.

262. (Previously Presented) The system of claim 253,  
wherein the encoded data of the data signal includes demographic information.

263. (Currently Amended) A system in a computer networked  
environment for detecting each time content is displayed at a content display  
site, comprising:

a computer readable medium having a content file stored  
thereon, wherein the content file has embedded therein at least one instruction  
to cause detection of display of ~~the content~~ associated with the content file;

a content display site ~~for displaying to display~~ to display the content  
associated with the content file, wherein the ~~display of the content on the~~  
content display site executes ~~causes the execution of~~ the at least one embedded  
instruction when the content file is accessed, thereby causing the display of the  
content to be detected and causing ~~the~~ generation of a data signal encoded  
with data indicating that the content was displayed; and

a remote site adapted to receive the generated data signal.

264. (Previously Presented) The system of claim 263,  
wherein the computer readable medium is resident on a content provider site.

265. (Previously Presented) The system of claim 264,  
wherein the remote site is the content provider site.

266. (Previously Presented) The system of claim 263,  
wherein the computer readable medium is resident on the content display site.

267. (Currently Amended) The system of claim 263, wherein the at  
least one embedded instruction ~~is part of a set of~~ comprises instructions that  
are ~~embedded~~ located in the content file ~~to~~ and that detect the display of the  
content and ~~to~~ generate the data signal.

268. (Currently Amended) The system of claim 263, wherein the at  
least one embedded instruction comprises a link ~~links to a set of~~ instructions  
that reside external to the content file and that ~~to~~ cause detection of the display  
of the content and generation of the data signal.

269. (Previously Presented) The system of claim 263, wherein the remote site extracts the encoded data from the data signal and stores the data.

270. (Previously Presented) The system of claim 269, wherein the remote site performs analysis on the stored data.

271. (Currently Amended) The system of claim 263, wherein the content file is provided by a content provider with an assigned account number, and wherein the encoded data of the data signal includes the account number of the content provider.

272. (Previously Presented) The system of claim 263, wherein the encoded data of the data signal includes a time stamp.

273. (Previously Presented) The system of claim 263, wherein the encoded data of the data signal includes identifying information about the content display site.



274. (Previously Presented) The system of claim 263,  
wherein the encoded data of the data signal includes demographic information.

275. (Currently Amended) A method for detecting each time  
content is displayed at a content display site, comprising:

receiving at a content display site ~~providing a content file~~ that  
has embedded therein at least one instruction that causes display of ~~the~~ content  
associated with the content file to be detected; and

accessing ~~displaying~~ the content file at the a content display  
site, ~~thereby causing to cause display of the content and the~~ execution of the at  
least one embedded instruction to cause the generation of a data signal  
encoded with data indicating that the content was displayed.

276. (Currently Amended) The method of claim 275, wherein the  
content file is ~~provided by~~ received from a content provider site.

277. (Previously Presented) The method of claim 275,  
wherein the content is provided by the content display site.

278. (Currently Amended) The method of claim 275, wherein the at least one embedded instruction ~~is part of a set of~~ comprises instructions that are ~~embedded~~ located in the content file to detect the display of the content and to generate the data signal.

279. (Currently Amended) The method of claim 275, wherein the at least one embedded instruction comprises a link ~~links to a set of~~ instructions that reside external to the content file to cause the detection of the display of the content and generation of the data signal.

280. (Currently Amended) The method of claim 275, wherein the content file is provided by a content provider with an assigned account number, and wherein the encoded data of the data signal includes the account number of the content provider.

281. (Previously Presented) The method of claim 275, wherein the encoded data of the data signal includes a time stamp.

282. (Previously Presented) The method of claim 275, wherein the encoded data of the data signal includes identifying information about the content display site.

283. (Previously Presented) The method of claim 275,  
wherein the encoded data of the data signal includes demographic information.

284. (Previously Presented) The method of claim 275, further  
comprising:

transmitting the data signal to a remote site;

extracting the encoded data from the data signal; and

storing the extracted data at the remote site.

285. (Previously Presented) The method of claim 284,  
wherein the remote site is a content provider site.

286. (Previously Presented) The method of claim 284, further  
comprising analyzing the stored data.

287. (Currently Amended) A computer readable medium containing  
content for display comprising ~~a at least one item of~~ content file having  
embedded therein at least one instruction that, when executed, causes display  
of ~~the~~ content associated with the content file to be detected.

288. (Previously Presented) The computer readable medium of claim 287, wherein the computer readable medium is resident on a content provider site.

289. (Previously Presented) The computer readable medium of claim 287, wherein the computer readable medium is resident on a content display site.

290. (Currently Amended) The computer readable medium of claim 287, wherein the at least one embedded instruction is ~~part of a set of~~ comprises instructions that are ~~embedded~~ located in the content file to detect the display of the content associated with the content file and to generate a data signal.

291. (Currently Amended) The computer readable medium of claim 287, wherein the at least one embedded instruction comprises a link ~~links~~ to a ~~set of~~ instructions that reside external to the content file to cause detection of the display of the content associated with the content file and ~~the~~ generation of a data signal.

292-312 (Cancelled).